PROJECT NUMBER: 2305
PROJECT TITLE: Flavor Development-Brand Modification-Menthol/Distinctive
PROJECT LEADER: H. M. Maxwell
PERIOD COVERED: July, 1988

I. ALTERNATIVE FLAVORS:

A. **Objective**: To identify and qualify alternative sources for flavoring materials.

B. **Status**: An alternate vendor for block licorice is currently being considered. Cross-Operations mail-out panel testing is complete, and results indicate that parity was achieved. A recommendation for utilization of this material is being made. Cigarettes for POL testing of another flavor alternative (Jonex) were produced in Semi-works; they will be released for testing if they are analytically and subjectively acceptable.

C. **Plans**:

POL Testing For Alternative Jonex (Merit 85)	July, 1988

II. PROJECT MOOG:

A. **Objective**: To develop the expertise to produce cigarettes that are subjectively equivalent to Salem, Newport and Kool.

B. **Status**: K-type and S-type flavor optimization is in progress. Semi-works, small scale, cigarette production is scheduled for K and S flavor evaluation. A paired comparison POL testing N-type cigarettes versus Newport is scheduled to be made this week.

C. **Plans**:

K and S-Type Flavor Development	July/August, 1988
N-type POL (Cigarette Making)	July, 1988

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III. PROJECT LEVO:

A. **Objective**: To determine the subjective differences between 100% natural and 100% synthetic menthol and to develop flavors to make them subjectively equivalent so that manufacturing would have complete flexibility to use them at any ratio.

B. **Status**: Merit POL retesting of 100% natural vs. 100% synthetic menthol is closed out. Preliminary indications are that differances were seen. Data is being combined with that of Test I in order to better define subjective differences.

Source: https://www.industrydocuments.ucsf.edu/docs/lygm0000

C. **Plans**:

POL Results	July, 1988
Flavor Development	Ongoing

IV. **MENTHOL RELEASE COMPOUND**:

A. **Objective**: To develop a mentholated charcoal-filtered cigarette utilizing a menthol release compound.

B. **Status**: The Foam Bound Rod group is continuing to investigate problems of MGC application. Investigation of methods of poly isopropenyl acetate application is in progress. Development studies of the anethol/menthol release compound were initiated.

C. **Plans**:

Cigarette Remake (MGC)	To be scheduled

V. **ALTERNATE HUMECTANT PROGRAM**:

A. **Objective**: To develop the capability to produce cigarettes that are glycerin-free and cigarettes that are propylene glycol and glycerin-free, while maintaining product subjective integrity.

B. **Status**: G-free POL cigarettes are being remade. Semi-works small scale G-free models, with flavor modifications, were made. Models for the PG/G-free program are being made, presently.

C. **Plans**:

G-free POL Remake	July, 1988
Semiworks PG/G-free Cigarette Production	July, 1988

VI. **PROJECT GRAIN**:

A. **Objective**: To significantly reduce alcohol levels in PM flavor systems, while maintaining product subjective integrity.

B. **Status**: Equipment for flavor processing has been installed at Twentieth Street. After flavor preparation, cigarettes will be made at Stockton Street for three POL's. They will be:

1. Marlboro control versus flavor treated Marlboro;
2. Marlboro control versus Marlboro with 10% reduced alcohol; and
3. Marlboro control versus Marlboro with 30% reduced alcohol.

C. **Plans**:

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POL Cigarette Production August, 1988

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